

Message Text

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PAGE 01 MEXICO 01919 052046Z

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E.O. 11652: N/A

TAGS: ABLD, EIND, MX

SUBJ: PROPOSED MOVE OF COMMERCIAL SECTION TO TRADE CENTER

FOR FBO

1. I HAVE GIVEN CAREFUL CONSIDERATION TO THE PROPOSED MOVE TO THE TRADE CENTER. I HAVE DISCUSSED THE MATTER WITH A VARIETY OF INTERESTED PERSONS INCLUDING AMERICAN BUSINESS PEOPLE HERE AND IN THE UNITED STATES. AND RECEIVED CONFLICTING VIEWS AND ADVICE. AT THIS TIME I AM NOT CONVINCED THAT THIS MOVE WILL ACHIEVE THE DESIRED OBJECTIVE -- TO SHARPEN THE CUTTING EDGE OF OUR EXPORT PROMOTION PROGRAM. IN MY VIEW THAT IS THE 'ONLY' OBJECTIVE AND I CONSIDER IT MY PERSONAL FIRST PRIORITY IN MEXICO. BUT FOR THAT VERY REASON I WISH TO EXERCISE THE GREATEST CAUTION IN MAKING A DECISION WITH WHICH WE ALL MUST LIVE ONCE MADE. ACCORDINGLY I AM DEFERRING FINAL ACTION IN ORDER TO PERMIT FURTHER INVESTIGATION OF ALL SIGNIFICANT ASPECTS OF THIS QUESTION.

2. AT THE SAME TIME I HAVE STARTED A NEW PRACTICE THAT I BELIEVE WILL BE A USEFUL FIRST STEP IN BRINGING OUR COMMERCIAL OFFICERS AND OUR TRADE CENTER OFFICERS TOGETHER IN A MEANINGFUL WAY AT THE TRADE CENTER. ONE OF OUR COMMERCIAL OFFICERS HAS BEEN PHYSICALLY DETAILED FULL TIME TO THE TRADE CENTER FOR 30 DAYS TO WORK ON THE PLANNING, EXECUTION AND FOLLOW UP PHASES OF REGULARLY SCHEDULED TRADE CENTER ACTIVITIES. AT THE CONCLUSION OF THE 30 DAY PERIOD A SECOND OFFICER WILL BE SIMILARLY DETAILED. MOREOVER I

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PAGE 02 MEXICO 01919 052046Z

HAVE INSTRUCTED THAT A COMMERCIAL OFFICER RESPONSIBLE FOR

A SPECIFIC SEGMENT OF INDUSTRY WORK AS CLOSELY AS POSSIBLE WITH THE TRADE CENTER STAFF WHEN A SHOW RELATING TO THAT SEGMENT IS STAGED.

3. IT IS MY UNDERSTANDING THAT THE FUNDS PRESENTLY AVAILABLE FOR COMPLETION OF THE NECESSARY CHANGES AT THE TRADE CENTER CAN BE HELD UNTIL LATE JUNE 1974 AND IT IS MY INTENTION TO REACH A FINAL DECISION WELL PRIOR TO THAT TIME, TAKING INTO CONSIDERATION THE EXPERIENCE GAINED UNDER THE MEASURES OUTLINED ABOVE.

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